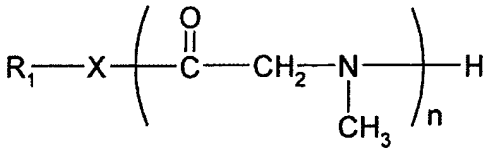
WHAT IS CLAIMED IS:

1. A method of improving the moisturizing of and/or preventing from drying out a substance chosen from skin, mucous membranes and keratin fibres, comprising:

applying to the substance, at least one material chosen from homopolymers and salts thereof of formula (I):



(I)

in which:

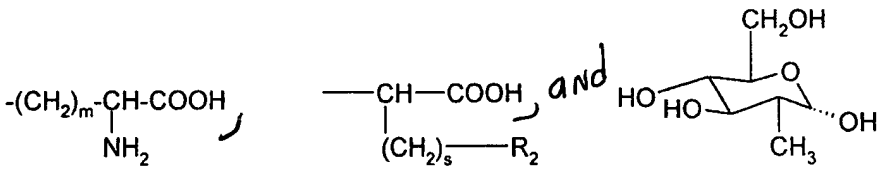
- X is chosen from –O-, -S- and -NR, wherein R is chosen from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals,

- R_1 is chosen from:

(i) hydrogen,

(ii) linear and branched, saturated and unsaturated C_1-C_{40} hydrocarbon-based radicals, optionally substituted with at least one group chosen from hydroxyl and -NR'R", wherein R' and R" are chosen, independently of each other, from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals; the C_1-C_{40} hydrocarbon-based radicals being optionally interrupted with at least one hetero atom chosen from N, O and Si,

(iii) a radical chosen from

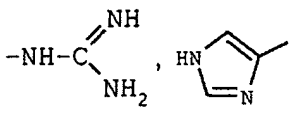


in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 0 and 4 inclusive;

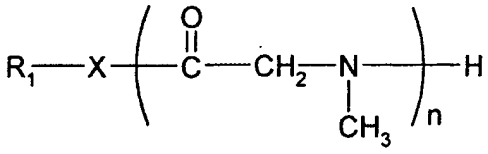
- R_2 is chosen from hydrogen, $-NH_2$, -OH, -SH, $-CHOHCH_3$, $-CONH_2$,



, $-C_6H_5$ and $-C_6H_5pOH$,

- n is an average number of repeating units of greater than 1 such that the weight average molecular weight of the at least one material is between 200 and 200 000, inclusive.

2. A moisturizer and/or emollient for a substance chosen from skin, mucous membranes and keratin fibres, comprising at least one material chosen from homopolymers and salts thereof of formula (I):



(I)

in which:

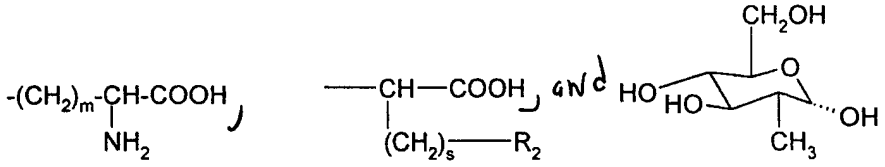
- X is chosen from –O-, -S- and -NR, wherein R is chosen from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals,

- R_1 is chosen from:

(i) hydrogen,

(ii) linear and branched, saturated and unsaturated C_1-C_{40} hydrocarbon-based radicals, optionally substituted with at least one group chosen from hydroxyl and -NR'R", wherein R' and R" are chosen, independently of each other, from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals; the C_1-C_{40} hydrocarbon-based radicals being optionally interrupted with at least one hetero atom chosen from N, O and Si,

(iii) a radical chosen from

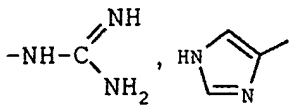


in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 0 and 4 inclusive;

- R_2 is chosen from hydrogen, $-NH_2$, -OH, -SH, $-CHOHCH_3$, $-CONH_2$,



, $-C_6H_5$ and $-C_6H_5pOH$,

- n is an average number of repeating units of greater than 1 such that the weight average molecular weight of the at least one material is between 200 and 200 000, inclusive.

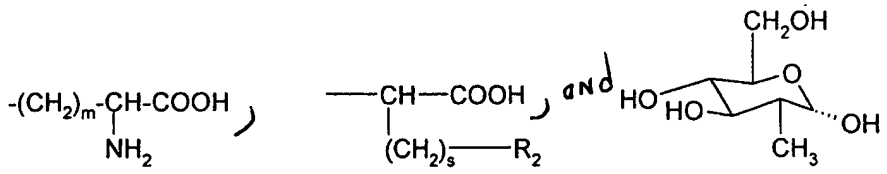
3. The moisturizer and/or emollient of claim 2, wherein X is -NR, R being chosen from hydrogen and linear and branched, saturated C_1-C_4 hydrocarbon-based radicals

4. The moisturizer and/or emollient of claim 3, wherein X is chosen from methyl and ethyl radicals.

5. The moisturizer and/or emollient of claim 2, wherein R_1 is chosen from:

- linear and branched, saturated and unsaturated, C_1-C_{22} hydrocarbon-based radicals, optionally substituted with at least one hydroxyl, , and

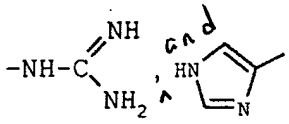
a radical chosen from:



in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 1 and 3 inclusive, and

R_2 is chosen from $-CONH_2$,  .

6. The moisturizer and/or emollient of claim 5, wherein R_1 is chosen from C_4-C_{20} hydrocarbon-based radicals optionally substituted with two, three, four, or five -OH groups.

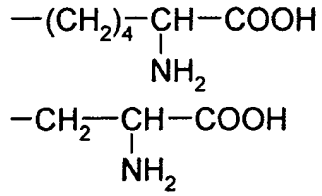
7. The moisturizer and/or emollient of claim 2, wherein R_1 is chosen from:

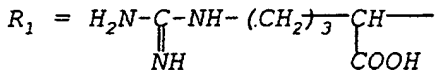
$C_{15}H_{31}$-CH(OH)-CH(CH_2OH)-

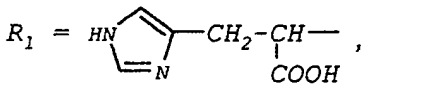
$C_{10}H_{21}$-CH(C_8H_{17})-CH_2-

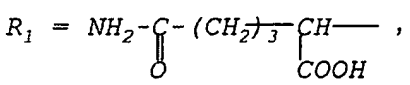
$C_{16}H_{33}$-

C_8H_{17}-CH=CH-C_8H_{16}-

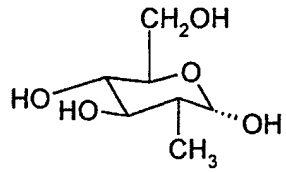








$CH_2(OH)$-$CH(OH)$-$CH(OH)$-$CH(OH)$-$CH(OH)$-CH_2-, and



8. The moisturizer and/or emollient of claim 2, wherein n is between 3 and 500 inclusive.

9. The moisturizer and/or emollient of claim 2, wherein the weight average molecular weight of the at least one material is between 300 and 50 000 inclusive.

10. The moisturizer and/or emollient of claim 2, wherein the at least one material is present in an amount of from 0.001% to 30% by weight relative to the total weight of the moisturizer and/or emollient.

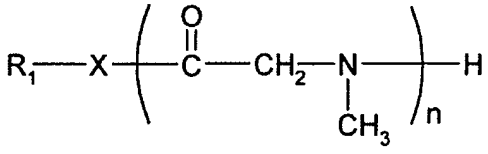
11. The moisturizer and/or emollient of claim 10, wherein the at least one material is present in an amount of from 0.01% to 15% by weight relative to the total weight of the moisturizer and/or emollient.

12. The moisturizer and/or emollient of claim 2, further comprising a cosmetically acceptable medium.

13. The moisturizer and/or emollient of claim 2, further comprising a pharmaceutically acceptable medium.

14. A method for improving the moisturizing of and/or preventing from drying out a substance chosen from skin, mucous membranes and keratin fibres, comprising,

applying to the substance, a product chosen from make-up products for caring for, treating, cleansing and protecting the skin of the face and the body, haircare compositions, antisun compositions, artificial tanning compositions and after-sun care compositions, the product comprising at least one material chosen from homopolymers and salts thereof of formula (I):



(I)

in which:

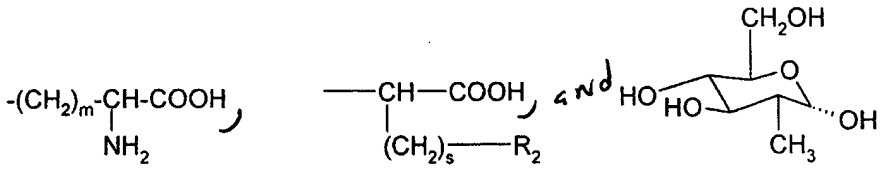
- X is chosen from –O-, -S- and -NR, wherein R is chosen from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals,

- R_1 is chosen from:

(i) hydrogen,

(ii) linear and branched, saturated and unsaturated C_1-C_{40} hydrocarbon-based radicals, optionally substituted with at least one group chosen from hydroxyl and -NR'R", wherein R' and R" are chosen, independently of each other, from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals; the C_1-C_{40} hydrocarbon-based radicals being optionally interrupted with at least one hetero atom chosen from N, O and Si,

(iii) a radical chosen from

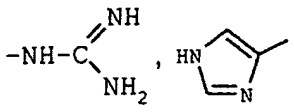


in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 0 and 4 inclusive;

- R_2 is chosen from hydrogen, $-NH_2$, -OH, -SH, $-CHOHCH_3$, $-CONH_2$,



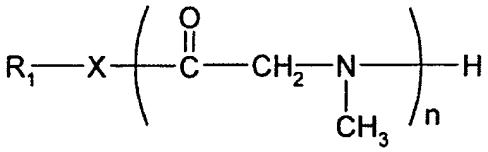
, $-C_6H_5$ and $-C_6H_5pOH$,

- n is an average number of repeating units of greater than 1 such that the weight average molecular weight of the at least one material is between 200 and 200 000, inclusive.

15. The method of claim 14, wherein said skin comprises facial skin, body skin and the lips and wherein said body skin comprises scalp.

16. A method for the cosmetic treatment of a substance chosen from skin, mucous membranes and keratin fibres, comprising:

applying to the substance a moisturizer and/or emollient comprising at least one material chosen from homopolymers and salts thereof of formula (I):



(I)

in which:

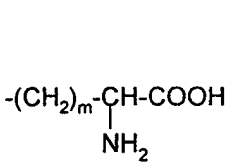
- X is chosen from –O-, -S- and -NR, wherein R is chosen from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals,

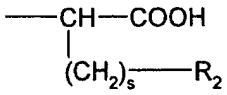
- R_1 is chosen from:

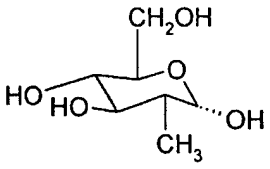
(i) hydrogen,

(ii) linear and branched, saturated and unsaturated C_1-C_{40} hydrocarbon-based radicals, optionally substituted with at least one group chosen from hydroxyl and -NR'R", wherein R' and R" are chosen, independently of each other, from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals; the C_1-C_{40} hydrocarbon-based radicals being optionally interrupted with at least one hetero atom chosen from N, O and Si,

(iii) a radical chosen from





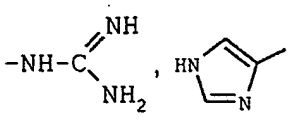


in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 0 and 4 inclusive;

- R_2 is chosen from hydrogen, $-NH_2$, -OH, -SH, $-CHOHCH_3$, $-CONH_2$,

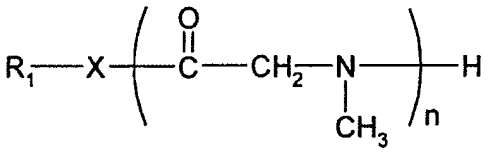


, $-C_6H_5$ and $-C_6H_5pOH$,

- n is an average number of repeating units of greater than 1 and such that the weight average molecular weight of the at least one material is between 200 and 200 000, inclusive.

17. The method of claim 16, wherein the cosmetic treatment comprises cosmetic care of at least one substance chosen from damaged skin, aged skin, damaged hair, aged hair, damaged nails, and aged nails.

18. A cosmetic or pharmaceutical composition for improving the moisturization of the skin, mucous membranes and/or keratin fibres, the cosmetic or pharmaceutical composition comprising at least one material chosen from homopolymers and salts thereof of formula (I):



(I)

in which:

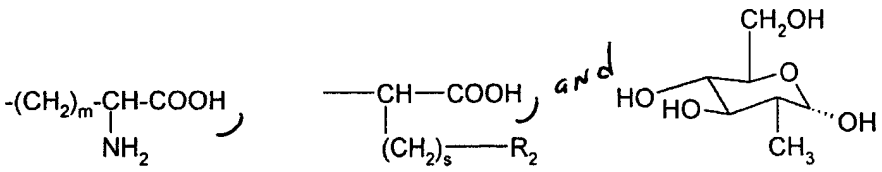
- X is chosen from –O-, -S- and -NR, wherein R is chosen from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals,

- R_1 is chosen from:

(i) hydrogen,

(ii) linear and branched, saturated and unsaturated C_1-C_{40} hydrocarbon-based radicals, optionally substituted with at least one group chosen from hydroxyl and -NR'R'', wherein R' and R'' are chosen, independently of each other, from hydrogen and linear and branched, saturated and unsaturated C_1-C_6 hydrocarbon-based radicals; the C_1-C_{40} hydrocarbon-based radicals being optionally interrupted with at least one hetero atom chosen from N, O and Si,

(iii) a radical chosen from

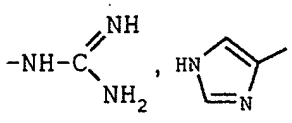


in which:

- m is 1, 2, 3, 4 or 5;

- s is an integer between 0 and 4 inclusive;

- R_2 is chosen from hydrogen, $-NH_2$, -OH, -SH, $-CHOHCH_3$, $-CONH_2$,



, $-C_6H_5$ and $-C_6H_5pOH$,

- n is an average number of repeating units of greater than 1 such that the weight average molecular weight of the at least one material is between 200 and 200 000, inclusive.

19. The composition of claim 18, wherein the at least one material is present in an amount ranging from 0.001% to 30% by weight relative to the total weight of the composition

20. The composition of claim 19, wherein the at least one material is present in an amount ranging from 0.01% to 15% by weight relative to the total weight of the composition.

21. The composition of claim 18, wherein the composition is in a form chosen from:

(i) make-up products for facial skin, body skin, lips and keratin fibres;

(ii) products for caring for, treating, cleansing and protecting the skin of the face or the body;

(iii) haircare compositions; and

(iv) antisun compositions, artificial tanning compositions, and after-sun care compositions.

22. The composition of claim 21, wherein the keratin fibres are chosen from nails, eyelashes, eyebrows, and hair and wherein said skin of the body is the scalp.

23. The composition of claim 21, wherein make-up products (i) are chosen from foundations, tinted creams, face powders, eye shadows, free and compact powders, concealer sticks, cover sticks, mascara, lipsticks and nail varnishes.

24. The composition of claim 21, wherein the products (ii) are chosen from facial care compositions, body care compositions, day compositions, night compositions, moisturizing compositions, anti-wrinkle and anti-ageing compositions for the face, matt-effect compositions for the face, compositions for irritated skin, make-up-removing compositions, and body milks.

25. The composition of claim 24, wherein body milks are chosen from moisturizing body milks and after-sun body milks.

26. The composition of claim 21, wherein the haircare compositions (iii) are chosen from haircare creams, haircare gels, and moisturizing products.

27. The composition of claim 21, wherein the artificial tanning compositions of (iv) are chosen from self-tanning compositions.